

DEPARTMENT OF HUMAN SERVICES
DIVISION OF JUVENILE JUSTICE SERVICES
POLICY AND PROCEDURES

Policy No.: 01-10	Effective Date:	Revision Date: 05/30/13
Subject: Juvenile Justice Services Logo		

I. Policy Statement

The Juvenile Justice Services logo will be utilized to identify Division sanctioned materials and documents. Other uses of the logo shall be made only with the expressed written consent of the Division Director or Assistant Director.

II. Rationale

The purpose of the policy is to establish guidelines for the acceptable use of the JJS logo.

III. Definitions

- A. “JJS Logo” is the distinctive graphic design that has been designated to uniquely identify the Division.
- B. “BARJ” is the Balanced and Restorative Justice Model that outlines a philosophy of restorative justice placing equal importance on the principles of Accountability, Community Protection, and Competency Development.

IV. Procedures

- A. By using the JJS Logo, users agree to the following:
 - 1. Users may not remove or alter any element of the logo; i.e., color, type, etc.
 - 2. The colors are Pantone 228, Blue and Warm Grey 6.
 - 3. Users may reduce or enlarge the logo so long as the Division name and BARJ words remain visible.
 - 4. The logo image includes the words: Juvenile Justice Services, Accountability, Competency Development, and Community Protection. Users may not animate, morph, or in any other way distort its appearance.
- B. The JJS logo may not be used to imply any relationship with, endorsement or sponsorship by JJS that is not accurate. Users may not use the logo in connection with any disparaging statements about JJS, or statements that otherwise reflect poorly on JJS.
 - 1. The Division reserves the right, at any time and without cause, to withdraw any permission previously granted under this policy for any person to use the JJS logo.

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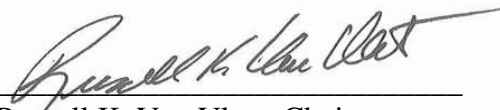
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2. No commercial uses of the logo shall be authorized and the logo cannot be used on merchandise offered for sale: provided however, that an exception will be made for items such as shirts, caps, pens, etc, that are sold to Division staff.
 3. In addition, the logo may not be displayed as a feature or design element of any other logo. However, other company and government agency logos may appear on the same page in printed materials such as flyers or posters. An organization, or the managers of an event, which has been endorsed by the Division will be allowed to use the logo on printed material (sign, banners, brochures, flyers) in conjunction with that endorsement. The JJS logo must be used as given to the organization/event managers and may not be altered in any way except that users may reduce or enlarge the logo so long as the Division name and BARJ words remain visible.
 4. The JJS logo may be authorized to identify projects which have been authorized to receive funding from the Division.
- C. The JJS logo may be used for purposes of a hypertext link leading to the Division's World Wide Web site, or to identify a Division client or partner. It may not be used to link to other pages on websites or to link to any other third party web sites. The Division reserves the right to approve or disapprove the use of the JJS logo on any web page.

V. Continuous Renewal


This policy shall be reviewed every three (3) years to determine its effectiveness and appropriateness. This policy may be reviewed before that time to reflect substantive change.

This policy has been reviewed by the Board of Juvenile Justice Services, and is approved upon the signature of the Director.



Russell K. Van Vleet, Chair
Board of Juvenile Justice Service

5/30/2013
Signature Date



Susan V. Burk, Director
Division of Juvenile Justice Services

5/30/2013
Signature Date